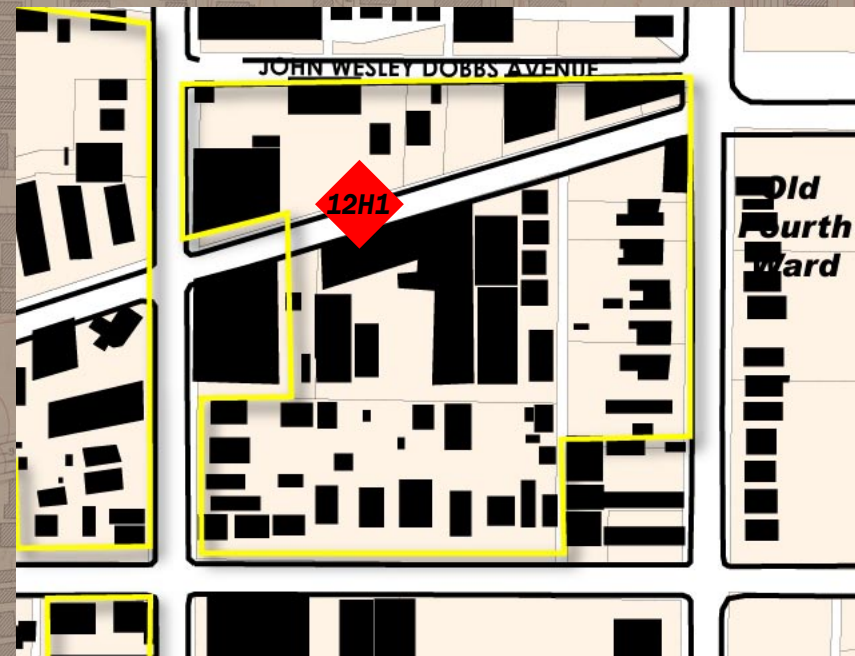






## PROJECT AREA 1940



## SIGNIFICANT BUILDINGS / SITES

12H1

**SCRIPTO MANUFACTURING COMPANY**  
The site of a labor dispute over inequality in pay raises between skilled and unskilled workers in December of 1964. Dr. King's presence and threatened boycott of Scripto products forced an equitable resolution of the conflict. The facility was torn down in the 1990s because of environmental contamination.

12H2

**MANUFACTURING / WHOLESALING BUILDINGS**  
A former tire warehouse and potato chip factory adaptively reused as loft housing and a photo studio; typical of the mixture of residential and light industrial uses that defined this end of Sweet Auburn.

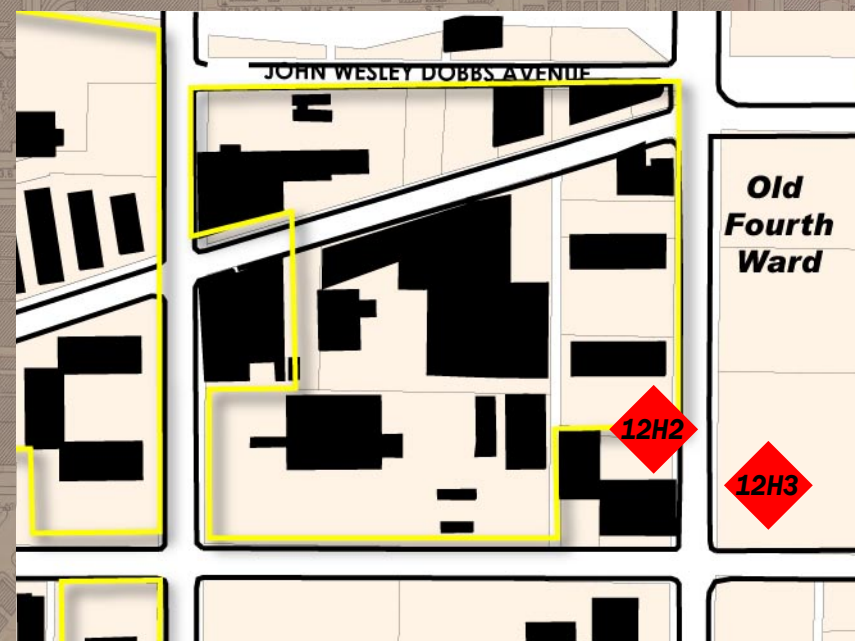
12H3

**MOUNT ZION BAPTIST CHURCH**  
The 1950s-era sanctuary was the location of worker rallies during the month-long strike at the nearby Scripto factory.

## HISTORIC NARRATIVE

**CATALYTIC PROJECT TWELVE** EXPANDS THE EDUCATIONAL AND INTERPRETIVE MISSION OF THE **NATIONAL PARK SERVICE** BY EXPANDING THE PROGRAM FOR A MAJOR PARKING FACILITY TO INCLUDE A PARTIAL RECONSTRUCTION OF THE FAÇADE OF THE **SCRIPTO FACTORY**. THE RECONSTRUCTION WOULD INCLUDE OFFICE AND GROUND-FLOOR RETAIL SPACE TO MASK THE VOLUME OF THE **NPS** PARKING DECK. THE **FREEDOM WALK**, CURRENTLY BISECTING THE EXISTING SURFACE PARKING PLOT, WOULD BE RE-ROUTED TO FOLLOW **JACKSON STREET** NORTH FROM **EBENEZER BAPTIST CHURCH**, THEN TURNING EAST TO FOLLOW **HOUSTON STREET** TO **BOULEVARD**. THE **FREEDOM WALK** PROVIDES AN OPPORTUNITY TO DISCUSS THE IMPLICATIONS OF THE **SCRIPTO STRIKE** ON THE **CIVIL RIGHTS MOVEMENT**, AS WELL AS RAISE AWARENESS OF THE CURRENT PROBLEM OF ENVIRONMENTAL JUSTICE AND MANUFACTURING CONTAMINATION IN MINORITY AND POOR COMMUNITIES. A NEW PLAZA AT **HOUSTON** AND **BOULEVARD** BRINGS THE LANDMARK **MOUNT ZION BAPTIST CHURCH** INTO THE **FREEDOM WALK** NARRATIVE OF THE **SCRIPTO** EVENT.

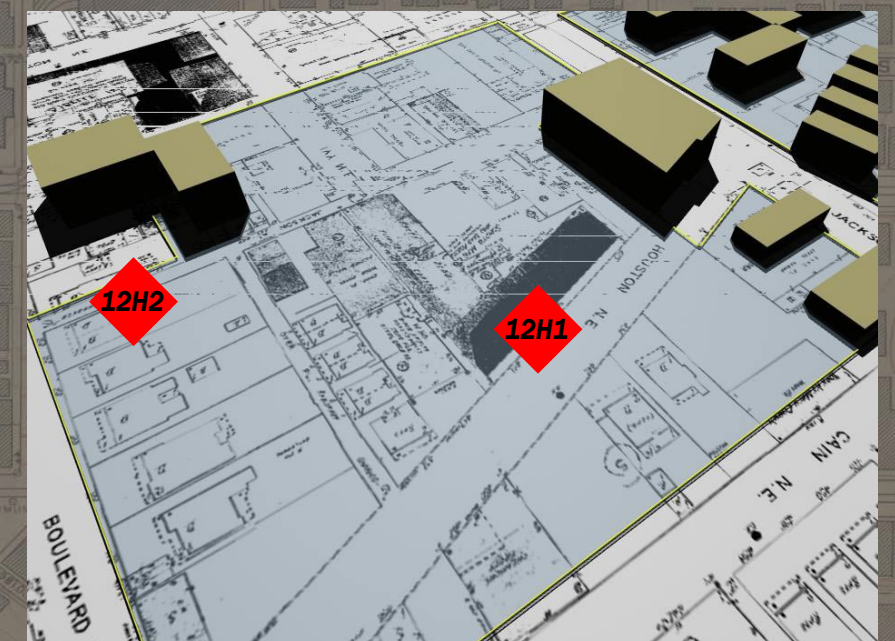
## PROJECT AREA 2004



## LABOR SEGREGATION / SCRIPTO STRIKE



## PROJECT AREA VIEW



# Catalytic Project 12 - NPS North Parking Historic Profile

Prepared for: **The City of Atlanta**  
Prepared by: **Urban Collage, Inc. / Huntley & Associates / Market + Main**

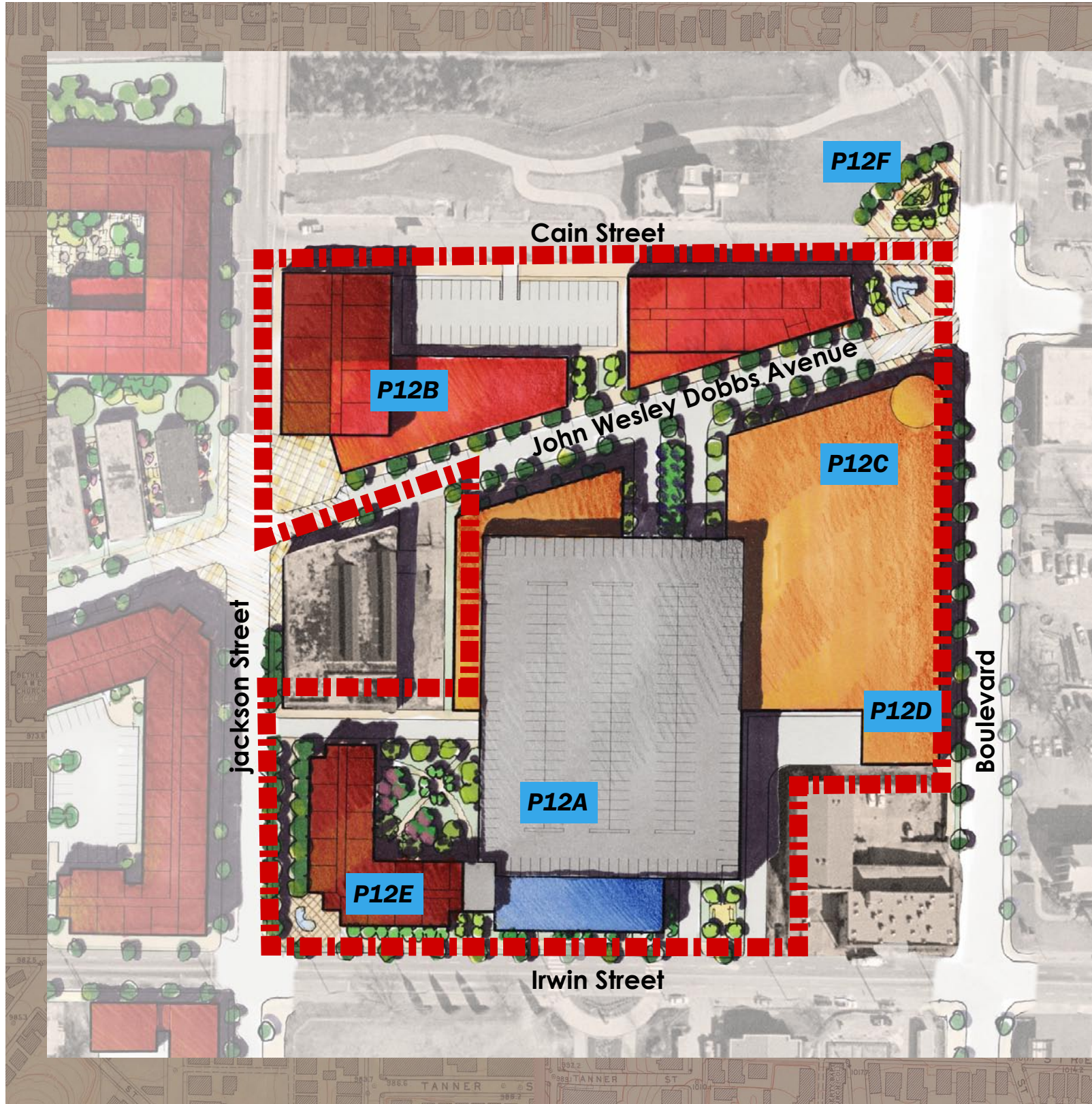
Date: **May 2005**

Redevelopment  
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## CONCEPTUAL SITE DESIGN

- P12A** NEW FIVE-STORY PARKING DECK  
APPROXIMATELY 1,000 SPACES  
NATIONAL HISTORIC SITE / RETAIL / RESIDENT PARKING  
10,000 S.F. STOREFRONT OFFICE FOR NPS
- P12B** NEW TWO-STORY MIXED-USE LOFT DEVELOPMENT  
39 LOFT UNITS, RESIDENT PARKING IN SURFACE LOT  
18,900 S.F. STOREFRONT OFFICE AT JACKSON / DOBBS
- P12C** NEW NEIGHBORHOOD RETAIL  
8,400 S.F. STOREFRONT RETAIL; 38,000 S.F. URBAN GROCERY
- P12D** NEW THREE-STORY MIXED-USE LOFT DEVELOPMENT  
38 LOFT UNITS, RESIDENT PARKING IN DECK  
17,000 S.F. STOREFRONT RETAIL
- P12E** NEW THREE-STORY LOFT DEVELOPMENT  
39 LOFT UNITS, RESIDENT PARKING IN SURFACE LOT
- P12F** NEW FREEDOM PLAZA  
NEW PAVING, LANDSCAPING; HIGHLIGHTS KING SCULPTURE

### Project Area 12 Program: NPS North Parking

	New Construction	Historic Renovation
<b>Housing</b>		
Single-Family Detached:	0 units	0 units
Single-Family Attached:	0 units	0 units
Walk-Up Multifamily:	67 units	0 units
Elevator Multifamily:	64 units	0 units
<b>Retail</b>		
Storefront:	55,010 square feet	0 square feet
Destination:	59,750 square feet	0 square feet
<b>Office</b>		
Storefront:	0 square feet	0 square feet
Speculative:	22,938 square feet	0 square feet
<b>Hospitality</b>		
Rooms:	0 units	0 units
Support Space:	0 square feet	0 square feet
<b>Cultural / Institutional</b>		
Museum / Exhibition:	0 square feet	0 square feet
Performance:	0 square feet	0 square feet
Institutional:	83,495 square feet	0 square feet
<b>Parking</b>		
<b>Surface</b>		
Existing:	196 spaces	
New:	0 spaces	
<b>Structured</b>		
Existing:	0 spaces	
New:	1,066 spaces	

## Catalytic Project 12 - NPS North Parking Development Strategy

Prepared for: The City of Atlanta  
Prepared by: Urban Collage, Inc. / Huntley & Associates / Market + Main

Date: May 2005

Redevelopment  
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## BUILDING ARTICULATION VIEW



## PROJECT CHARACTER



## PROJECT CHARACTER



### PROJECT AREA 12 : NPS NORTH PARKING

Recognizing the ongoing need for visitor parking, Project 12 includes a major five-level deck concealed by new Park Service offices on Irwin, by a mixed-use adaptation of the Scripto façade on Dobbs Avenue, and by a combination urban grocery / community center along Boulevard. Mixed-use condominiums / lofts occupy the triangular portion of the site between Dobbs and Cain Street. Because of the obstruction posed by the deck, the newly-created Freedom Walk is shifted to the east side of Jackson Street; at an interpretive marker describing the Scripto incident in a small plaza at Dobbs and Jackson, the route turns east along Dobbs past storefront retail and restaurants to a new plaza at Boulevard -- the design incorporates a relocation of Xavier Medina-Campeny's 'Homage to King' sculpture and additional interpretive markers for the Freedom Walk.

## PROJECT VIEW



# Catalytic Project 12 - NPS North Parking Building Envelopes / Articulation

Prepared for: **The City of Atlanta**  
Prepared by: **Urban Collage, Inc. / Huntley & Associates / Market + Main**

Date: **May 2005**

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PROJECT SUMMARY: PROGRAM and RESULTS

Project Area 12: NPS North Parking

PROGRAM COMPONENTS		ANTICIPATED SALE/RENTAL RATES							
		Market Rates			Rate for IRR		Recommended Rates		
		Per SF/Space*	Price/Rent	Afford Index	Minimum	Per SF/Space*	Price/Rent	Afford Index	
Multifamily Sale Units	-	\$ 175.00	\$ 192,500		\$ 175.00	\$ 175.00	\$ 192,500		
Multifamily Rental Units	131	\$ 1.20	\$ 1,200	Mid	\$ 1.20	\$ 1.20	\$ 1,200	Mid	
Rehab Lofts - Sale	-	\$ 150.00	\$ 165,000		\$ 150.00	\$ 150.00	\$ 165,000		
Rehab Lofts - Rental	-	\$ 1.20	\$ 1,200		\$ 1.20	\$ 1.20	\$ 1,200		
Retail SF	114,760	\$ 22.00			\$ 22.00	\$ 22.00			
Office SF	22,938	\$ 20.00			\$ 20.00	\$ 22.00			
Institutional SF	83,495	\$ 15.00			\$ 15.00	\$ 25.00			
Cultural SF	-	\$ 15.00			\$ 15.00	\$ 25.00			
Deck Parking Spaces*	1,066	\$ 75.00			\$ 75.00	\$ 35.00			
Surface Parking Spaces*	196	\$ 75.00			\$ 75.00	\$ 35.00			
Total Parking Spaces*	1,262	\$ 75.00			\$ 75.00	\$ 35.00			

ANTICIPATED PROJECT TIMEFRAME:	8+ Years = Long Term
ANTICIPATED LAND COST per ACRE:	\$ 298,926 per Acre

TOTAL DEVELOPMENT COST:	\$ 59,111,680
SUPPORTABLE TAD BONDS:	\$ 5,780,150

PROJECT UNLEVERAGED INTERNAL RATE OF RETURN							
<u>Project Return Goals</u>		<u>Project Component</u>	<u>At Market Rates</u>		<u>At Recommended Rates</u>		
Unleveraged			<u>IRR</u>	<u>Goal Result</u>	<u>IRR</u>	<u>Goal Result</u>	
<u>Return</u>							
Minimum	10-15%		Rental Properties	10.02%	Minimum	10.86%	Minimum
Mid	15-20%		Condo Properties				
High	20%+	Combo: Approach	10.02%	Minimum	10.86%	Minimum	

PROJECT AREA 12 :  
NPS NORTH PARKING

THE PROJECT WILL BENEFIT FROM A LIKELY FAVORABLE LAND COST STRUCTURE AS WELL AS A RELATIVELY STRONG COMMUNITY-ORIENTED RETAIL LOCATION. SITE SIZE AND TOPOGRAPHY MAY ATTRACT A MID-SIZED NATIONAL SUPERMARKET IF ADEQUATE ON-SITE PARKING CAN BE ACHIEVED.

THE ECONOMICS OF THE PROJECT, HOWEVER, ARE CHALLENGING. WHILE IT APPEARS LIKELY THAT THE NATIONAL PARK SERVICE WILL ALLOW THE SITE TO BE DEVELOPED UNDER A LOW LAND-COST ARRANGEMENT (E.G. A LONG-TERM LAND LEASE AT FAVORABLE RATES), ONE MUST ASSUME THE NPS WILL REQUIRE (1) REPLACEMENT OFFICE SPACE, (2) LOW- AND NO-COST PUBLIC PARKING FOR KING CENTER AND DISTRICT VISITORS AND (3) RENTAL – NOT SALE – HOUSING. IF A MAJOR COMMUNITY OBJECTIVE OF THE PROJECT IS TO ATTRACT A MAJOR SUPERMARKET CHAIN, THEN THE PROJECT MUST ABSORB THE BELOW-MARKET RENT RATES A SUPERMARKET REQUIRES AS WELL AS THE ADDITIONAL ACCESSIBLE PARKING A SUPERMARKET DEMANDS. THE PROJECT’S FINANCIAL FEASIBILITY APPEARS TO BE DEPENDENT UPON THE ABOVE-MARKET RENT RATE THAT WILL BE REQUIRED OF THE SIZEABLE “INSTITUTIONAL” SPACE, WHICH IS PLANNED TO BE THE OFFICE SPACE OF THE NPS ITSELF.

